

AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph beginning at page 29, lines 4-13, with the following rewritten paragraph:

Further disclosure is included in the following presentation style “snapshot” of the invention as used in a configuration, called “SHOP BY PROFILE,” including a series of screen examples that demonstrate some of the options a SEARCHER might encounter while searching for preference information about a selected “type” of people who he/she has defined by selected trait variables, input by the SEARCHER. The SCREEN diagrams, which demonstrate ~~and~~ an application of the present invention, are described in the following, in a scenario that encounters and details many of the options for configuration based on the system and method of the present invention, including the versatility and value of the searchable database options, and the advertising and revenue potential of an Internet site configured from aspects of the present invention.